

# **EXHIBIT K**

## EXECUTIVE SUMMARY

**Display Points**  
**Projected Income Statements**  
**Years 1 -3**

	Projected Year End 1	Projected Year End 2	Projected Year End 3	3 Year Total
<b>Total Locations</b>	2,000	5,000	8,000	8,000
<b>Total Number of Units:</b>	37,500	112,500	187,500	187,500
Ad Revenue	\$ 45,000,000	\$ 270,000,000	\$ 468,000,000	\$ 783,000,002
<b>Total Revenues</b>	45,000,000	270,000,000	468,000,000	\$ 783,000,002
<b>Cost of Sales:</b>				
Commissions	5,625,000	33,750,000	58,500,000	97,875,000
Ad Commission	5,625,000	33,750,000	58,500,000	97,875,000
Installation Costs	1,000,000	1,500,000	1,500,000	4,000,000
<b>Total Cost of Sales</b>	12,250,000	69,000,000	118,500,000	199,750,001
<b>Gross Profit</b>	32,750,000	201,000,000	349,500,000	583,250,001
<b>Operating Expenses:</b>				
Sales & Marketing	36,000	748,000	916,160	1,700,160
Salaries & Benefits	718,313	2,809,665	3,693,165	7,221,142
General & Administrative	3,006,460	14,216,984	24,144,297	41,367,741
<b>Total Operating Expenses</b>	3,760,773	17,774,649	28,753,622	50,289,044
<b>Operating Income (Loss)</b>	28,989,227	183,225,351	320,746,378	532,960,958
<b>Other Income/(Expenses):</b>				
Other Income/(Expense), Net	-	-	-	-
Venue Fees	(350,000)	(2,500,000)	(3,000,000)	(5,850,000)
Depreciation & Amortization	(5,437,883)	(12,112,350)	(19,021,617)	(36,571,850)
Interest Income/(Expense), Net	-	-	-	-
<b>Earnings/(Loss) Before Income Taxes</b>	23,121,344	168,613,001	298,724,761	490,459,107
<b>Income Taxes</b>	(8,067,970)	(59,014,550)	(104,553,667)	(171,636,188)
<b>Net Income/(Loss)</b>	15,053,374	109,598,451	194,171,095	318,822,920

**INTEREST RATE**

<b>Interest Rate Calculation</b>			
<b>\$</b>	<b>250,000</b>		
<i>From 4/1/12 to 10/28/13</i>			
<b>Interest Rate of 5.25% (Prime plus 2%)</b>			
<b>Daily Simple Interest Rate</b>		<b>0.0000890410959</b>	
<b>Interest Due</b>		<b>\$ 12,821.92</b>	